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Message Text

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22
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 034134
O R 270900Z FEB 76
FM AMEMBASSY PRAGUE
TO USDOC WASHDC IMMEDIATE
INFO SECSTATE WASHDC 9687
AMEMBASSY VIENNA

UNCLAS PRAGUE 0508

COMMERCE FOR BEWT/TPD (THOMPSON)

VIENNA FOR USEWTDO

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJECT: INCHEBA '76

REF: USDOC 02990 (NOTAL)

1. EMBASSY LEARNED FEBRUARY 26 THAT IT MUST RESERVE SPACE AT INCHEBA NO LATER THAN WEDNESDAY, MARCH 3. SIXTY SQUARE METERS INSIDE A LARGE PAVILION RENT FOR 5,880 SWISS FRANCS (SFR). WITH CONSTRUCTION AND DECORATION, PLUS RENTAL OF FURNITURE, TOTAL COMES TO 17,508 SFR. THIS IS ONLY A ROUGH ESTIMATE, AND COULD RISE.

2. SECOND ALTERNATIVE, AND ONE EMBASSY PREFERS,IS RENTAL OF ONE OF 30-SQUARE-METER BUNGALOWS LOCATED IN GRASSY AREA BETWEEN PAVILION AND DANUBE RIVER. THESE BUNGALOWS ARE USED BY DOW, DU PONT, ETC., AND PROVIDE GREATER COMFORT THAN BOOTH AND HIGH VISIBILITY. WE BELIEVE 30 SQUARE METERS ARE ADEQUATE, BASED ON OUR EXPERIENCE WITH BDO CATALOG SHOW AT SYMPOMECH TRADE FAIR IN JUNE, JULY, 1975. COST WOULD BE ROUGHLY 9,000 SFR. SINCE THESE BUGALOWS ARE COMPLETELY READY, EXCEPT FOR FURNITURE AND SIGNS AND OTHER PROMOTIONAL DEVICES, NOBODY FROM COMMERCE OR EMBASSY WOULD BE REQUIRED TO OVERSEE CONSTRUCTION.
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3. INCHEBA IS A GENERAL CHEMICAL FAIR. PARTICIPATING FIRMS INCLUDE LARGE MULTINATIONALS SUCH AS BASF AND DU PONT, MANUFACTURERS OF PROCESS CONTROL INSTRUMENTATION SUCH AS HEWLETT PACKARD, BECKMAN INSTRUMENTS, AND HARVARD APPARATUS, MANUFACTURERS OF PUMPS AND OTHER EQUIPMENT USED IN CHEMICAL PLANTS, MANUFACTURERS OF TIRES, PLASTIC FLOORING, FERTILIZERS AND EVEN PHARMACEUTICALS. WE WOULD URGE, HOWEVER, THAT COMMERCE MAKE A SPECIAL EFFORT TO RECRUIT FIRMS THAT CAN OFFER ADVANCED EQUIPMENT OR TECHNOLOGY FOR PRODUCTION OF PETROCHEMICALS AND PLASTICS. THESE ARE TWO AREAS THAT WILL RECEIVE GREAT EMPHASIS IN THE 1976-1980 ECONOMIC PLAN.

4. WE DO RECOMMEND THAT AN INDUSTRY EXPERT ATTEND, TO SERVE A LIAISON WITH US EXHIBITORS AND TO ACCOMPANY COMMERCE BDO MANAGER ON KEY CALLS.

5. REPLY BY IMMEDIATE CABLE OR TELEPHONE CALL TO COMOFF PURNELL REQUESTED. IF YOU ELECT TO PHONE, PURNELL WOULD APPRECIATE SPEAKING ALSO WITH PROJECT OFFICER OF FOOD PROCESSING TSS.

6. FOR VIENNA: INFO ONLY.
PERRY

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NNN

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